# PRICES

## Inflation and D.C. fed 20-year increase

*continued from* PAGE 1

the fact that the 1972 model had a six-cylinder engine and the current car has a four-cylinder.

A driver-side air bag is standard on today's Mustang. It wasn't available in 1972. Call it $800. It all adds up to an adjusted price of $10,657 for the 1972 model. Today's Mustang has a tag of $10,215 — $442 less.

Don't expect Ford Division to advertise those numbers. The customer wouldn't swallow it, and the Federal Trade Commission would demand so many asterisks and explanations that the whole effect would be nullified.

## How others fared

Other models in the 20-year comparison didn't fare quite as well as the Mustang, but in every case, the figures show why pricing is one of the most complicated facets of auto marketing.

Other nameplates in the 1992 vs. 1972 comparison are the Oldsmobile Cutlass Supreme, Buick LeSabre Custom, Chevrolet Caprice Classic, Chrysler New Yorker Fifth Avenue, Lincoln Town Car and Cadillac Eldorado.

The sticker prices of those six makes are four to five times what they were in 1972, but the increases range from 17 percent to 30 percent after adjusting for inflation, equipment changes and meeting government mandates.

Additional big-ticket standard equipment includes air conditioning (standard only on the Lincoln Town Car in 1972) and AM/FM/stereo. The Cutlass Supreme also added automatic transmission, power steering and power brakes.

A driver-side air bag now is standard on the Mustang, Caprice, LeSabre, New Yorker and Eldorado, and driver and passenger bags are standard on the Town Car. ABS has been added to the standard list on the Caprice, New Yorker, Town Car and Eldorado.

## Costs climb

The costs of meeting government regulations on safety and emission control have been high, and they still are. In the last two decades, every maker that sells cars in the United States has had to meet federal rules on such things as brakes, windshields, door strength, interior glare, lights, mirrors, transmission shift lever sequence, hood latches, door locks and hinges, fuel system integrity and flammability of interior material.

Cars are safer today, but safety has its price.

Emission control is another big item in the cost equation, and it will continue to be. The major breakthrough was the development of the catalytic converter, which debuted on the 1975 autos. The catalyst required more precise and more expensive ignition and fuel-metering systems. And they had to be more durable because of the five-year/50,000 mile warranty on emission-control components.

Increasing corporate average fuel economy hasn't been a penny-ante operation either. It has required new engines, smaller engines, new technology. The race for ever-higher displacement ended. In 1976, Cadillac boasted of its 8.2-liter V-8 (500 cubic inches). Today, Cadillac is able to function quite nicely with a 4.9-liter (about 300 cubic inches) V-8.

The CAFE standards took effect in the 1978 model year with a mandate of 18 mpg for cars; it's now 27.5 mpg. In 1974, General Motors' passenger-car fleet averaged 12 mpg.

Why no small cars in the 20-year analysis? Why no imports? The study had to be limited to cars that were offered in 1972 and are still on the market. Not all of those lines are included, but the seven are representative of those eligible. None of today's domestic compact and subcompact nameplates was around 20 years ago.

## 1992 vs. 1982

The Dodge Colt and the Toyota Corolla were in the picture in 1972. Base prices are available, but lists of standard equipment and option prices are not; hence, no comparison. All of the other popular-priced import nameplates arrived on these shores after 1972.

The important word in the comparisons is nameplate. Toyota was here with the Corolla, but the Tercel and the Camry were nowhere to be found. Honda had a tiny 600 series, but the Civic didn't show up until 1973. The Accord bowed in 1976. Nissan (Datsun in those days) was on hand, but the Sentra wasn't.

In the 1992 vs. 1982 price comparison, *Automotive News* expanded the list to 15 models. It comprises the seven already discussed, plus the Ford Escort, Chevrolet Cavalier, Dodge Colt, Toyota Tercel and Corolla, Honda Civic and Accord and Nissan Sentra.

Base prices show increases of 34 percent to 70 percent on the foreign-badged lines and on the Cavalier, Escort and Mustang and hikes of 74 percent to 94 percent on the Cutlass Supreme, Eldorado, Town Car and New Yorker. The LeSabre Custom and the Caprice Classic have more than doubled during the period; the LeSabre Custom is up 111 percent, and the Caprice Classic has climbed 130 percent.

Once again, it's a different story when the 1982 prices are adjusted for inflation, government regulations and new standard equipment. Then, the 1992 Colt, Mustang and Cavalier are less than the 1982 models, and the other 1992s are up 3 to 30 percent.

## Pricing history

A review of auto pricing during the last 20 years finds two periods of considerable contrast: frenzied activity from 1972 through 1981 and a time of relative calm since then.

The 1972-81 span included a price freeze, price control, elimination of the federal excise tax, a surtax on imports, the beginning of "sticker shock," rebates to custom-

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### CAR PRICE COMPARISON — 1992 vs. 1982

| | Actual | | | Adjusted* | | |
|---|---|---|---|---|---|---|
| | 1992 Price | 1982 Price | Percent of change, '92 vs. '82 | 1992 Price | Adjusted 1982 Price* | Percent of change, '92 vs. '82 |
| Dodge Colt | $ 7,302 | $ 5,442 | + 34 | $ 7,302 | $ 7,502 | − 3 |
| Toyota Tercel Deluxe | 8,528 | 5,548 | + 54 | 8,528 | 7,969 | + 7 |
| Ford Escort LX | 9,483 | 6,263 | + 51 | 9,483 | 9,198 | + 3 |
| Nissan Sentra E | 9,550 | 5,999 | + 59 | 9,550 | 8,639 | +11 |
| Chevrolet Cavalier RS | 10,199 | 7,187 | + 42 | 10,199 | 11,261 | − 9 |
| Ford Mustang LX | 10,215 | 6,345 | + 61 | 10,215 | 10,591 | − 4 |
| Honda Civic DX** | 10,300 | 6,749 | + 53 | 10,300 | 9,688 | + 6 |
| Toyota Corolla Deluxe | 10,408 | 6,138 | + 70 | 10,408 | 8,674 | +20 |
| Honda Accord DX | 13,225 | 8,245 | + 60 | 13,225 | 12,231 | + 8 |
| Oldsmobile Cutlass Supreme | 15,695 | 8,588 | + 83 | 15,695 | 13,137 | +20 |
| Buick LeSabre Custom | 18,695 | 8,876 | +111 | 18,695 | 14,400 | +30 |
| Chevrolet Caprice Classic | 19,300 | 8,367 | +131 | 19,300 | 15,061 | +28 |
| Chrysler New Yorker Fifth Avenue | 22,074 | 11,391 | + 94 | 22,074 | 17,606 | +25 |
| Lincoln Town Car | 31,211 | 16,100 | + 94 | 31,211 | 25,633 | +22 |
| Cadillac Eldorado | 32,470 | 18,716 | + 74 | 32,470 | 28,853 | +13 |
| Average, 15 models | 15,244 | 8,664 | + 76 | 15,244 | 13,363 | +14 |

*Adjusted for inflation and for changes to meet U.S. government regulations for safety, emissions control and CAFE. Also adjusted for changes in standard equipment with allowance for inflation.

**Price of 1992 Honda Civic is estimated.

Computed by Automotive News. Some data supplied by the Motor Vehicle Manufacturers Association and the U.S. Labor Department's Bureau of Labor Statistics.

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### CAR PRICE COMPARISON — 1992 vs. 1972

| | Actual | | | Adjusted* | | |
|---|---|---|---|---|---|---|
| | 1992 Price | 1972 Price | Percent of change, '92 vs. '72 | 1992 Price | Adjusted 1972 Price* | Percent of change, '92 vs. '72 |
| Ford Mustang LX | $10,215 | $2,679 | +281 | $10,215 | $10,657 | − 4 |
| Oldsmobile Cutlass Supreme | 15,695 | 3,258 | +382 | 15,695 | 12,139 | +29 |
| Buick LeSabre Custom | 18,695 | 4,047 | +362 | 18,695 | 14,395 | +30 |
| Chevrolet Caprice Classic | 19,300 | 4,009 | +381 | 19,300 | 15,904 | +21 |
| Chrysler New Yorker Fifth Avenue | 22,074 | 5,206 | +324 | 22,074 | 18,911 | +17 |
| Lincoln Town Car | 31,211 | 7,302 | +327 | 31,211 | 25,144 | +24 |
| Cadillac Eldorado | 32,470 | 7,230 | +349 | 32,470 | 26,676 | +22 |
| Average, 7 models | 21,380 | 4,819 | +344 | 21,380 | 17,689 | +21 |

*Adjusted for inflation and for changes to meet U.S. government regulations on safety, emissions control and CAFE. Also adjusted for changes in standard equipment with allowance for inflation.

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# Don't you wish you'd bought a '72 Rolls?

JOHN K. TEAHEN JR.
*Senior Editor*

A lot of rich folks passed up a real bargain back in 1972. They didn't buy a Rolls-Royce.

In those days, the Silent Monarch of the Highway carried a sticker of $25,200 for the Silver Shadow four-door sedan. The 1991 Silver Spirit II four-door is $151,700, and its price is sure to rise when the 1992 model is priced. And don't forget the luxury tax on the portion of the price above $30,000. That's another $12,170 on the 1991 car.

Even state sales tax is a major item at the Rolls level. In Michigan, it's 4 percent. Add $6,068 to the bill.

But don't worry about the gas-guzzler tax. It's $6,400 today, but it's included in the sticker.

There was no such levy 20 years ago.

And think of all the money the owner would have saved by not trading every two or three years. One doesn't ditch a Rolls-Royce that often.

In 1972, as in 1992, a Rolls was a completely equipped motor car: automatic transmission, air conditioning, premium sound system, every power assist imaginable, luxurious interior. Today's Silver Spirit has an air bag and anti-lock brakes as well.

Of course, that 1972 Silver Shadow was considerably more than $25,200 in 1992 dollars; perhaps $77,000 after allowing for inflation and the safety and emissions gear mandated by the U.S. government in the 20-year span. Extra standard equipment isn't a major factor; aside from the air bag and ABS, not much could be added.

So that 1972 Rolls-Royce was a real steal. And it might still be purring along today for those prescient car buyers who made the investment.

# From '72 to '92, consumer prices went bananas

JOHN K. TEAHEN JR. and CHRIS ESCHENBURG
*Automotive News*

Ever wonder just how much prices have risen in the last two decades?

In its 20-year study of new-car stickers, *Automotive News* also looked at 1972 and current prices of major home appliances, a few items from the supermarket and the wages of auto workers.

Aside from bananas, the percentage of increase in new-car prices is the highest on the list.

There are reasons. There has been no appreciable change in cows and chickens since 1972. Home appliances have been improved, and the household standbys, like the items on the grocery list, have been rocked by inflation. But none has had to contend with the quadruple forces of inflation, safety standards, emissions controls and corporate average fuel economy regulations.

Product improvement has boosted the prices of cars, just as it has played a part in the pricing of washers, dryers and TVs. The product today that the consumer drives away or lugs to his family room, basement or kitchen is a lot more sophisticated and dependable than its 1972 counterpart.

That's called technological advancement. And it costs money.

The promotion of optional goodies to the status of standard equipment is another important factor in the increase in auto prices. Numerous mechanical, comfort/convenience and appearance features that once were extra-cost options now are standard. The automakers don't give those things away for free.

The Oldsmobile Cutlass Supreme is one example. The *Automotive News* study found that a net of about $1,100 worth of equipment (at 1972 prices) has been added. Adjusted for inflation, that's about $2,500.

Wages have climbed substantially. General Motors estimates that the average hourly stipend of its entire hourly work force has risen from $6 in 1972 to $22.23 today. That's 271 percent. GM says the total hourly package, including all employment costs, is $31.30 vs. $7.55, up 315 percent.

The $22.23 hourly rate means that a GM worker must work 17.7 weeks at 40 hours a week to buy a 1992 Cutlass Supreme at $15,695. In 1972, it took that worker 13.6 weeks at 40 hours per week to buy a $3,258 Cutlass Supreme.

It's another way of keeping score, but some price analysts consider that statistic pretty meaningless.

The worker can buy a car in 17.7 weeks if he doesn't pay any withholding tax, doesn't make his mortgage and car payments, doesn't pay his utility bills, doesn't buy a scrap of food and doesn't spend a dime for anything else. Life doesn't work that way.

This question arises: If people can buy cars in 18 weeks, why do they finance them for 60 months?

### THEN AND NOW

| | Current price | 1972 Price | Percent of increase |
|---|---|---|---|
| 1992 Mustang LX | $10,215 | $2,679 | 281 |
| 1992 Olds Cutlass Supreme | 15,695 | 3,258 | 382 |
| 1992 Buick LeSabre Custom | 18,695 | 4,047 | 362 |
| Auto worker (avg. hourly wage) | 22.23 | 6.00 | 271 |
| Auto worker (total hourly benefits) | 31.30 | 7.55 | 315 |
| GE automatic washer | 330 | 168 | 96 |
| GE automatic dryer | 260 | 128 | 103 |
| RCA color TV (19-inch) | 300 | 130 | 131 |
| Bananas (pound) | 0.49 | 0.10 | 390 |
| Medium eggs (dozen) | 0.83 | 0.49 | 69 |
| Vitamin D milk (gallon) | 2.49 | 0.89 | 180 |
| Sirloin steak (pound) | 3.99 | 1.48 | 170 |
| Inflation (1991 vs. 1972) | | | 224 |

Data on auto worker wages was supplied by General Motors.
Food and appliance prices are prices at Detroit-area stores in September 1991 and September 1972.

# PRICES

## Consumers adjust to sticker shock

*continued from* PAGE 34

ers, major reductions in the dealer discount and, finally, "interim pricing."

It was fun and games just about every day for the people who price cars and for the people who chronicle those actions.

On Aug. 15, 1971, President Nixon disclosed his economic program to get the economy back on its feet. Major items for the auto industry were a 90-day freeze on prices and wages, an increase of 6.5 percentage points in the duty on imported cars (the new rate was 10 percent) and a recommendation that Congress repeal the 7 percent excise tax on cars, retroactive to Aug. 15.

The imports took another kick in the teeth with the temporary suspension of the full convertibility of the dollar into gold. In other words, devaluation. Imports, however, were permitted to raise prices to offset the effects of currency fluctuation.

GM had already announced its 1972 prices; it rescinded the increase. Other makers made no increases, which brought about the unusual situation of a model year opening without a price hike.

After the price freeze, automakers were allowed to raise stickers, but they had to obtain approval from the federal Price Commission. Increases were granted to cover higher costs, but there was to be no profit included. The industry was freed from price control in December 1973.

The excise tax died Dec. 10, 1971, and car prices went down $113 to $424. The import surcharge was rescinded 17 days later. The U.S. Treasury collected $59 million on autos under the levy, $430 million on all imported goods.

## Sticker shock

Suddenly it was time for the 1975 models, and GM announced a price hike averaging $426, or 8.5 percent, on its cars. Ford Motor Co. and Chrysler Corp. fell in line, and the term "sticker shock" entered the automotive lexicon.

A $400 increase would pass almost unnoticed today, but the average price of a new car was less than $5,000 in 1975, so $400 was big money. Sales collapsed after the Big 3 blockbuster, and customer rebates became the order of the day. Remember Joe Garagiola chanting "Buy a car, get a check" for Chrysler every time you turned on the TV?

But sticker shock was stronger than rebates, and 1975 sales dipped 5.4 percent from 1974. And sales in 1974, the year of the first Arab oil embargo, were down 23 percent from 1973.

The dealer discount has always been sacred to auto dealers. It's the difference between the retail price and the dealer's price, expressed in percentage. In dollars, it represents the dealer's trading margin.

On the 1976 models and again on the 1981 models, the domestic makers slashed those percentages. It meant more money for the factories and a smaller profit opportunity for the retailers, and it was as popular as ants at a picnic.

The discount erosion began during price control when the makers were allowed to raise prices the same amount at wholesale and retail. That suspended the mathematical relationship of discount and markup, thereby reducing the discount. That so-called "pass-through" cut the discount as much as 1.5 percentage points on some lines.

## Interim pricing

In 1976, GM reduced the discount 0.5 to 2.1 percentage points on some of its cars, and in 1981, GM slashed the discount 4 to 6 percentage points on standard-sized and luxury lines.

What does that mean in dollars? GM announced an average increase of $176 on its 1981 models, but the company acknowledged that the increase would have averaged $526 if the dealer discount had not been reduced.

And then there was interim pricing. It was invented by GM in the 1979 model year and was adopted by Ford and Chrysler. An auto price analyst explained it this way: "They decided that if one price increase a year was good, four price increases a year were four times as good."

Every quarter, car prices went up. In the 1980 model year, for example, Chrysler had five increases for a total of $867; Ford had four for $751, and GM had four for $798. In addition, Ford boosted destination charges three times for a total of $30, and GM hiked them four times for $50.

Since 1982, the price pot has bubbled a bit less frantically. There have been the annual increases at introduction time and several mid-model boosts.

## Currency blues

In 1982, equalization of destination charges was adopted. A specific model had the same destination (freight) charge everywhere in the United States. GM did that on some of its 1981 models and put it into effect across the board for 1982. In earlier years, the destination charge for a specific model varied by area, based on a dealer's distance from a central zone, usually the division's headquarters.

The Japanese imports tried a little interim pricing of their own in the mid-1980s as the yen strengthened against the dollar. From the fall of 1985 to the spring of 1986, Toyota, Honda, Nissan and Mazda posted increases averaging $1,028 per car, or 10.7 percent — and the Japanese weren't in the luxury car market in those days.

In the summer of 1985, the yen traded at 240 to the dollar; in mid-March of 1986, it was 176.

Currency fluctuation continues to buffet the Japanese, and prices have shown the effect. Last week, the exchange rate was 133 yen to the dollar.

The currency situation has been a big factor in the transaction price of imported cars topping the price of domestic cars. The imports moved to the fore in 1982 and have stayed on top ever since.

The Commerce Department's Bureau of Economic Analysis estimates that in the second quarter of this year, average transaction prices were $15,954 for domestic cars, $17,281 for imported cars and $16,323 for all cars.

### 1992 MAZDA PRICES

| | 1992 Price | Increase over final 1991 price |
|---|---|---|
| **MAZDA** 323 | | |
| 3-dr. hatch | $ 6,999 | +$ 50 |
| SE 3-dr. hatch | 8,299 | + 300 |
| Protege | | |
| DX 4-dr. | 9,999 | + 200 |
| LX 4-dr. | 11,699 | + 300 |
| Mazda 626 | | |
| DX 4-dr. | 13,025 | + 200 |
| LX 4-dr. | 14,595 | + 200 |
| Mazda 929 | | |
| 4-dr. | 27,800 | + 3,950 |
| MX-3 | | |
| 3-dr. hatch* | 11,000 | — |
| GS 3-dr. hatch* | 13,800 | — |
| MX-6 | | |
| DX coupe | 13,265 | + 640 |
| LX coupe | 14,585 | + 190 |
| GT coupe | 16,905 | + 190 |
| Miata | | |
| Conv. | 14,800 | + 500 |
| MPV | | |
| 2-pass. van | $12,995 | +$ 180 |
| 5-pass. wgn/van | 15,165 | + 310 |
| 7-pass. wgn | 16,585 | + 340 |
| 7-pass. wgn. (V-6) | 17,365 | + 350 |
| 7-pass. wgn (V-6, 4wd) | 20,135 | + 450 |
| Navajo | | |
| DX 2-dr. (V-6, 2wd)* | 15,795 | — |
| LX 2-dr.(V-6, 2wd)* | 17,495 | — |
| DX 2-dr. (V-6, 2wd)* | 17,595 | — |
| LX 2-dr. (V-6, 4wd) | 19,295 | + 1,460 |
| B2200 Pickup (2wd) | | |
| Short bed | 8,495 | + 46 |
| Short bed (Calif.) | 8,645 | + 96 |
| Long bed | 9,210 | + 101 |
| Long bed (Calif.) | 9,360 | + 151 |
| Cab Plus | 9,995 | + 26 |
| Cab Plus (Calif.) | 10,145 | + 76 |
| B2600i Pickup | | |
| Short bed (2wd) | 9,120 | + 161 |
| Cab Plus (2wd) | 10,345 | + 136 |
| Short bed (4wd) | 11,495 | + 36 |

*New model for 1992
Prices of the 1992 RX-7 will be announced later.

# Mazda price increase averages 3.1% on 1992s

IRVINE, Calif. — Mazda Motor of America Inc. last week announced a sales-weighted price increase averaging $570, or 3.1 percent, on its 1992 cars and trucks.

The biggest boost is on the redesigned 929 four-door sedan, which carries a sticker of $27,800, up $3,950 over its 1991 predecessor. (Product story is on Page 16).

New to the 1992 lineup is the MX-3, a sporty three-door hatchback tagged at $11,000. A GS version is $13,800.

The popular Miata convertible is $14,800, up $500.

Mazda also has added two-wheel drive models to the Navajo sport-utility, which is built by Ford Motor Co. Starting price is $15,795. A 4wd Navajo DX joins the line at $17,595, compared to $19,295 for the LX four-wheeler.

The LX is up $1,460 over 1991.

# Ford revises '92 car prices

JOHN K. TEAHEN JR.
*Senior Editor*

In posting firm prices for its 1992 cars, Ford Motor Co. revised its pre-introduction stickers on all lines except the Ford Escort and the Mercury Tracer.

But the biggest changes were on the Mustang. Prices of the base L coupe and hatchback now are unchanged from 1991. They had been scheduled to rise $508. Ford added another $111 to the price of the Mustang L convertible; it's now $619 more than last year. Other Mustangs were reduced from the pre-intro level, but they are still above the 1991 stickers.

The Ford Crown Victoria and the Mercury Grand Marquis and Capri were priced for the first time in the 1992 model year. The base Capri ragtop rose 5.6 percent, and the Grand Marquis sedans jumped about 4.5 percent. The base Crown Victoria went up 4.5 percent, and the LX climbed 6.9 percent. The Grand Marquis and Crown Victoria were introduced as 1992 models last spring.

Elsewhere, all models are higher than their pre-introduction prices except the Lincoln Town Car and Continental.

Ford Motor said its 1992 car prices are 3.5 percent higher than comparably equipped 1991 models. *Automotive News* estimates the increase at $590. The pre-intro boost was 3.7 percent, or $625.

Ford has reduced the prices of anti-lock brakes for 1992. The option is $595 on Taurus and Probe and $695 on Thunderbird and Crown Victoria. The 1991 prices were: Taurus, $985; Probe, $924; Thunderbird, $1,085; and Crown Victoria, $1,035.

### 1992 FORD MOTOR CO. PRICES

| | 1992 Price | Change from final 1991 price |
|---|---|---|
| **FORD** Festiva | | |
| L hatchback | $ 6,941 | +$ 293 |
| GL hatchback | 7,980 | + 492 |
| Escort | | |
| Pony 3-dr. hatch | 8,355 | + 339 |
| LX 3-dr. hatch | 9,055 | + 347 |
| LX 5-dr. hatch | 9,483 | + 347 |
| LX 4-dr. notch* | 9,795 | — |
| LX-E 4-dr. notch* | 11,933 | — |
| LX wagon | 10,067 | + 346 |
| GT 3-dr. hatch | 11,871 | + 347 |
| Probe | | |
| GL 3-dr. hatch | 12,257 | + 514 |
| LX 3-dr. hatch | 13,257 | – 24 |
| GT 3-dr. hatch | 14,857 | – 159 |
| Mustang | | |
| LX coupe | 10,215 | 0 |
| LX hatch | 10,721 | 0 |
| LX conv. | 16,899 | + 619 |
| LX 5.0L coupe | 13,422 | + 94 |
| LX 5.0L hatch | 14,207 | + 94 |
| LX 5.0L conv. | 19,644 | + 344 |
| GT hatch | 15,243 | + 151 |
| GT conv. | 20,199 | + 277 |
| Tempo | | |
| GL 2-dr.* | 9,987 | — |
| GL 4-dr. | 10,137 | + 400 |
| GLS 2-dr. | 12,652 | + 2,247 |
| GLS 4-dr. | 12,800 | + 2,248 |
| LX 4-dr. | 11,115 | + 406 |
| Taurus | | |
| L 4-dr. | 14,980 | + 1,046 |
| L wagon | 16,013 | + 1,168 |
| GL 4-dr. | 15,280 | + 1,117 |
| GL wagon | 16,290 | + 1,239 |
| LX 4-dr. | 17,775 | + 341 |
| LX wagon | 19,464 | + 444 |
| SHO 4-dr. | 23,839 | + 1,707 |
| Thunderbird | | |
| Standard | 16,345 | + 960 |
| Sport* | 18,611 | — |
| LX | $18,783 | +$ 982 |
| Super Coupe | 22,046 | + 980 |
| Crown Victoria | | |
| Standard 4-dr. | 19,563 | + 835 |
| LX 4-dr. | 20,887 | + 1,344 |
| Touring sedan 4-dr.* | 23,832 | — |
| **LINCOLN** Town Car | | |
| Executive 4-dr. | 31,211 | + 1,630 |
| Signature 4-dr. | 34,252 | + 1,712 |
| Cartier 4-dr. | 36,340 | + 1,713 |
| Continental | | |
| Executive 4-dr. | 32,263 | + 1,928 |
| Signature 4-dr. | 34,253 | + 2,010 |
| Mark VII | | |
| LSC coupe | 32,032 | + 1,670 |
| Bill Blass coupe | 32,156 | + 1,671 |
| **MERCURY** Tracer | | |
| 4-dr. | 9,773 | + 346 |
| LTS 4-dr. | 12,023 | + 346 |
| Wagon | 10,794 | + 346 |
| Topaz | | |
| GS 2-dr. | 10,512 | + 400 |
| GS 4-dr. | 10,678 | + 409 |
| XR5 2-dr. | 13,452 | + 2,342 |
| LS 4-dr. | 12,057 | + 409 |
| LTS 4-dr. | 14,244 | + 1,572 |
| Capri | | |
| Conv. | 14,452 | + 762 |
| XR2 conv. | 17,250 | + 630 |
| Sable | | |
| GS 4-dr. | 16,418 | + 1,046 |
| GS wagon | 17,396 | + 1,079 |
| LS 4-dr. | 17,368 | + 1,153 |
| LS wagon | 18,395 | + 1,210 |
| Cougar | | |
| LS | 16,460 | + 764 |
| XR7 | 22,054 | + 1,082 |
| Grand Marquis | | |
| GS 4-dr. | 20,216 | + 900 |
| LS 4-dr. | 20,644 | + 855 |

*New model for 1992
These prices replace the pre-introduction prices sent to dealers in mid-July.

# Hocus-pocus on prices generates comic relief

JOHN K. TEAHEN JR
*Senior Editor*

As car prices have risen, automakers have adopted a number of ploys to mask the full extent of the hikes.

At the introduction of the 1986 models, the Big 3 stopped mentioning the dollar amount. Press releases said simply that prices had been increased an average of 2.8 percent or whatever. The reason was simple. Prices had reached the point that even a 2.8 percent hike represented more dollars than the manufacturers cared to mention.

It was like the ostrich hiding its head in the sand, and it was just as effective. Because of its extensive files on pricing history, *Automotive News* has always been able to compute the dollar increase.

But the game has not been without its comic relief.

A few years ago, when asked for the dollar figure, a public relations practitioner for a Big 3 company replied innocently, "There *is* no dollar amount, just a percentage."

The *Automotive News* price analyst was nonplussed for a moment by the utter absurdity of the statement. Then he gently informed the Big 3 neophyte, "Young man, you can't have one without the other." The tale has become part of the price lore at *Automotive News*.

# Ford, GM alter rebates, include '92s

ARLENA SAWYERS
*Staff Reporter*

Ford Motor Co. and five General Motors divisions announced revised incentive programs last week to replace those that expired Sept. 25.

All include 1992 models.

Also, **Chrysler Corp.** extended until Oct. 4 its current round of incentives, which were to expire today.

Incentives on 1992 **Ford** cars are $500 to $1,000; 1992 **Mercury** cars, $500 to $750, and 1992 **Ford trucks,** $500 to $1,000.

The rebate on all 1992 **Lincolns** is $1,000.

Rebates are $400 to $1,000 on 1990 and 1991 Ford cars, $400 to $1,000 on 1991 Mercury cars, $2,000 on all 1991 Lincolns and $400 to $1,000 on 1990 and 1991 Ford trucks.

The alternative financing is 7.9 percent for contracts up to 48 months on Ford and Mercury vehicles with some exceptions.

The finance rate on the 1990, 1991 and 1992 Probe and the 1990 and 1991 Festiva is 4.8 percent.

Also, rebates and/or finance rates on the 1992 Escort, Tempo, Tracer and Topaz and the 1990, 1991 and 1992 Aerostar vary in some regions. Cut-rate financing is not available for Lincoln.

All the Ford Motor programs will expire on Dec. 3.

**Chevrolet's** program includes consumer cash on 1991 and 1992 cars and trucks. A $500 rebate on the 1991 and 1992 Lumina coupe and sedan does not apply in some Western states. On 1991 and 1992 cars, the incentives are $300 to $1,000. The incentive range on 1991 trucks is $500 to $1,500. On 1992 trucks, it is $500 to $1,000.

**Pontiac's** revised program pays consumers $750 to $1,000 on some 1991 cars, $500 to $750 on 1992 cars and $1,000 on the 1991 and 1992 Trans Sport.

The consumer rebate program offered by **Buick** includes no 1991 models. The new program pays $250 to $1,000, based on the option package selected, on the 1992 Century, Regal and Skylark. The rebates on the 1992 Riviera is $2,000.

**Oldsmobile** is offering a $1,000 consumer rebate nationally on the 1992 Cutlass Ciera and $500 to $2,000 on other 1991 and 1992 vehicles — depending on the model and area of the country.

**GMC Truck** is offering consumer rebates of $500 to $1,000 on 1992 trucks and $500 to $1,500 on 1991 trucks.

**Cadillac** did not announce a new program last week.

In lieu of rebates, Pontiac, Buick and Oldsmobile are offering cut-rate financing of 4.9 percent to 10.9 percent, depending on contract length.

The alternate finance rate for Chevrolet and GMC Truck is 6.9 percent for up to 48 months.

Chevrolet, Pontiac, Buick, Oldsmobile and GMC Truck incentives expire Feb. 4.

## INCENTIVE WATCH — DEALER INCENTIVES

***CONTINUING PROGRAMS***

**ALFA ROMEO (expires Dec. 31)**

| | |
|---|---|
| 164, 164L automatic (1991) | Up to $200 per car monthly in floorplan aid |

**AUDI (expires Sept. 30)**

| | |
|---|---|
| 100/200 | $2,000-3,500 |

**CHRYSLER CORP. (expires Sept. 30)**

| | |
|---|---|
| Dodge Shadow, Spirit (1991) | $100-700, quota |
| Monaco (1991) | $1,000-2,000, based on sales |
| Dodge truck | |
| Ram Club Cab (1990-91) | $1,000 |
| Ram D/W (1990-91) | $500 |
| Ramcharger (1990-91) | $1,000 |
| Eagle Premier (1991) | $1,000-2,000, based on sales |
| Jeep Cherokee (1991) | $500 |
| Plymouth Sundance, Acclaim (1990-91) | $100-700, quota |
| Minivans (1991) without air bags | $500 |

**FORD MOTOR CO. (expires Sept. 30)**

| | |
|---|---|
| Ford Crown Victoria (1991), Mercury Grand Marquis (1991) | $1,000 |

**GENERAL MOTORS**

| | |
|---|---|
| Cadillac Allante (1991) (no expiration date) | $7,500 on first sale, $8,500 on additional sales |

**HONDA (1991 models, expires Sept. 30)**

| | |
|---|---|
| Civic 4-dr. | $400 |

**HYUNDAI (expires Oct. 2)**

| | |
|---|---|
| Sonata SE, Scoupe SE (1991) | $100-300, based on sales |

**ISUZU (1991-92 models, unless otherwise noted; expires Dec. 31)**

| | |
|---|---|
| Cars* | $800-1,800 |
| All pickups* | $1,000-1,500 |
| 4x4 pickups (bonus, 1990-91) | $500 |
| Trooper* | $1,500-1,800 |
| Rodeo* | $00-500 |

*Based on number sold

**LOTUS (1991, no expiration date)**

| | |
|---|---|
| Elan | $5,000 |
| Esprit Turbo | $11,000-15,000 |

**MAZDA (1991 models; RX-7 and MPV expire Oct. 2; 929 and 323 expire Nov. 4)**

| | |
|---|---|
| RX-7 | $2,000-2,500, based on number sold |
| MPV | $500 |
| 929 | $2,000 |
| Navajo (1991) | $750 |
| 323 (low-volume dealers) | Up to $500 |

**MERCEDES-BENZ (1991 models, no expiration date listed)**

| | |
|---|---|
| 300SE, 300SD, 300SDL, 300SEL | $3,000 |
| 420SEL, 560SEL | $5,000 |

**MITSUBISHI (1990-91 models; rebates and terms vary by regions; programs expire Oct. 2)**

| | |
|---|---|
| Mirage | $250-1,500 |
| Eclipse | $300-1,200 |
| Galant | $300-2,100 |
| Montero | $400-3,000 |
| Pickups | $400-2,300 |

**(1990-91 models; California and Hawaii; expires Sept. 30)**

| | |
|---|---|
| Mirage (Calif. & Hawaii) | $250-750, based on number sold |
| Eclipse (Calif.) | $500-1,000, quota |
| Eclipse (Hawaii) | $750 |
| Galant (Hawaii) | $500 |
| Galant (Hawaiii) | $1,000-2,000, based on number sold |
| Pickups (Calif.) | $500-1,500, quota |

**NISSAN (1991 models; expires Feb. 2, 1992, on 300ZX, Oct. 2, 1991, on others)**

| | |
|---|---|
| Sentra | $400 |
| 240SX | $600-900, quota |
| Maxima | $800-1,100, quota |
| Stanza | $1,800-2,100, quota |
| 300ZX | $2,500-3,500, quota |
| Pathfinder | $1,000-1,400, quota |
| Trucks | $1,200-1,400, quota |
| Trucks (Calif. only) | $1,500 |

**PEUGEOT (no expiration date)**

| | |
|---|---|
| 405 | $5,000 |
| 505 | $6,000 |

**STERLING (no expiration date)**

| | |
|---|---|
| All models | $8,000* |

*Or $3,000 if customer chooses 0 percent financing

**SUZUKI (expires Oct. 3)**

| | |
|---|---|
| Swift (1990-91) | $700-1,000 |
| Sidekick (1991) | $700-1,000 |

**TOYOTA (expires Nov. 4)**

| | |
|---|---|
| Corolla (1990-92) | $200-900, quota |
| Camry (1990-91) | $200-900, quota |
| Pickups | $200-1,300, quota |

**VOLKSWAGEN**

| | |
|---|---|
| All cars (1990, no expiration date) | $500-1,500 |

**VOLVO (1991 models; expires Oct. 31)**

| | |
|---|---|
| 740 series | $750-1,500 |
| 940 series | $1,500-2,500 |
| 780 coupe | $2,500 |

## INCENTIVE WATCH — CUSTOMER INCENTIVES

***CONTINUING PROGRAMS***

**CHRYSLER CORP.**
(1992 models; expires Oct. 4)

| | |
|---|---|
| Dodge Dakota Club Cab | $300 |
| Other Dakota, DW pickup | $750 |
| Eagle Talon | $500 |
| Jeep Cherokee | $750 |
| Comanche | $500 |
| Wrangler | $400 |
| Plymouth Laser | $500 |
| All minivans | $500 |

Finance rates in lieu of rebates start at 7.9 percent on minivans, 2.9 percent on other models. Programs expire Oct. 4.

| | |
|---|---|
| Chrysler Imperial (1990-91) | $2,000 |
| New Yorker Fifth Avenue and Salon (1990-91); LeBaron sedan (1990-91) | $1,500 |
| Other LeBaron (1990-91) | $1,000 |
| N.Y. Landau (1990) | $700 |
| Dodge Shadow conv. (1991) | $2,000 |
| Monaco (1990-91); Dynasty (1991); Spirit (1990-91) | $1,500 |
| Other Shadow (1991); Colt GL (1991); Colt and Vista (1990); Shadow (1990, except America); Dynasty (1990) | $1,000 |
| Shadow America (1991); Daytona (1990-91); Colt base 3-dr. (1991) | $700 |
| Colt Vista (1991) | $500 |
| Dodge Trucks | |
| Ram D/W, Ramcharger (1990) | $2,000 |
| Ram van conversion (1990) | $1,750 |
| Ram D/W (1991), Dakota, Ram van, Ram wagon (1990) | $1,500 |
| Dakota, Ram wagon, van, conversion van, Ramcharger (1991) | $1,000 |
| Ram 50, Power Ram 50 (1990) | $500 |
| Ram 50, Power Ram 50 (1991) | $300 |
| Eagle Premier (1991); Talon TSi (1990-91) | $1,500 |
| Other Talon (1991) | $1,200 |
| Talon (1990); Summit ES 3-dr. (1991); Summit 4-dr. (1990-91) | $1,000 |
| Other Summit (1991) | $700 |
| Summit base 3-dr. (1991) | $400 |
| Jeep Cherokee (1990) | $2,000 |
| Cherokee (1991), Grand Wagoneer (1990-91) | $1,500 |
| Comanche (1990-91) | $1,000 |
| Wrangler (1990-91) | $500 |
| Plymouth Acclaim (1991), Laser RS Turbo (1990-91) | $1,500 |
| Other Laser (1991) | $1,200 |
| Sundance (1990-91, except America); Colt GL (1991); Colt (1990); Laser (1990); Colt Vista (1990) | $1,000 |
| Colt Vista (1991) | $500 |
| Colt base 3-dr. (1991) | $700 |
| Sundance America (1991); Colt base 3-dr. (1991) | $700 |
| Colt Vista (1991) | $500 |
| All minivans (1991) | $500 |
| All minivans (1990) | $1,500 |

**FORD MOTOR CO.**
1992 models, expires Dec. 3. In lieu of rebates, 4.8 percent loans on Probe, 7.9 on other Ford and Mercury; no finance incentive on Lincoln.

| | |
|---|---|
| Ford Festiva, Mustang, Taurus | $500 |
| Tempo* | $500 |
| Thunderbird, Crown Victoria | $750 |
| Escort GT and LX-E** | $750 |
| Probe, Taurus SHO | $750 |
| Aerostar* | $500 |
| F series | $500 |
| Ranger | $750 |
| Bronco | $1,000 |
| Mercury Sable | $500 |
| Topaz* | $500 |
| Tracer LTS* | $750 |
| Capri, Cougar, Grand Marquis | $750 |
| All Lincoln | $1,000 |

*Tempo, Topaz and Aerostar — $1,000 or 7.9 percent loan in Northeast
**Escort Pony and LX and Tracer sedan and wagon — $500 or 7.9 percent loan in Central and Great Lakes regions.

1990-91 Ford models and 1991 L-M models, expires Dec. 3. In lieu of rebate, 4.8 percent loans on Festiva and Probe, 7.9 percent on other Ford and Mercury. No finance incentive on Lincoln.

| | |
|---|---|
| Ford Escort (except GT), Mustang, Taurus, Tempo, Thunderbird | $400 |
| Escort GT, Taurus SHO | $600 |
| Festiva, Probe | $1,000 |
| Aerostar* | $400 |
| Ranger, F series, Econoline E-150 (except RV) | $400 |
| Bronco, Econoline E-150 (RV) | $1,000 |
| Mercury | |
| Tracer (except LTS), Topaz, Sable, Cougar | $400 |
| Tracer LTS | $600 |
| Capri | $1,000 |
| All Lincoln | $2,000 |

*Aerostar — $1,000 or 7.9 percent loan in Northeast.

**GENERAL MOTORS**
Expires Feb. 4. Finance rates inlieu of rebates start at 4.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.

| | |
|---|---|
| 1992 models | |
| Buick Skylark* | $250-750* |
| Century, Regal* | $250-1,000* |
| Riveria | $2,000 |
| Chevrolet Caprice | $1,000 |
| Geo Metro and Storm | $750 |
| Geo Prizm, Camaro, Beretta, Lumina | $500 |
| Cavalier | $300 |
| G van, S/T Blazer, Lumina APV | $1,000 |
| Geo Tracker, Astro, S/T pickup | $750 |
| C/K pickup | $500 |
| GMC G-van, S15 Jimmy (except Typhoon) | $1,000 |
| Sonoma (except Cyclone, GT), Safari | $750 |
| Sierra (except Crew Cab) | $500 |
| Oldsmobile Cutlass Ciera (national) | $1,000 |
| Regional programs, various models | $500-2,000 |
| Pontiac Trans Sport | $1,000 |
| Grand Prix | $750 |
| LeMans, Firebird | $500 |

*Based on option package selected.

| | |
|---|---|
| 1991 models | |
| Chevrolet Caprice | $1,000 |
| Geo Metro, Camaro | $750 |
| Geo Storm and Prizm, Beretta, Lumina | $500 |
| Cavalier, Corsica | $300 |
| V Blazer, Suburban, G-van, S/T Blazer, Lumina APV | $1,000 |
| Geo Tracker, Astro, S/T pickup, R/V and C/K pickups | $500 |
| GMC V Jimmy, Suburban | $1,500 |
| S15 Jimmy, G-van, Safari | $1,000 |
| Sonoma (except Cyclone) | $750 |
| Sierra, R/V pickups | $500 |
| Oldsmobile - regional programs, various models | $500-2,000 |
| Pontiac Trans Sport, LeMans, Firebird | $1,000 |
| Grand Prix | $750 |

**HYUNDAI (expires Oct. 2)**

| | |
|---|---|
| Excel (1990-91) | $500-1,000 |
| Sonata (1990-91, except SE) | $1,000 |
| Scoupe (1991, except SE) | $750 |
| All models | $300 to military personnel |
| All models | $1,000 if Hyundai is traded |

**MAZDA**

| | |
|---|---|
| Protege (1991, expires Oct.2) | *$800 |
| MX-6 (1991-92, expires Nov. 4) | $500 |
| 626 (1991-92, expires Nov. 4) | *$1,000 |
| Navajo (1991, expires Dec. 3) | $1,000 |

*Or 5.9 percent financing

**MITSUBISHI**
**(1990-91 models; California and Hawaii; expires Sept. 30)**

| | |
|---|---|
| Mirage (Calif. & Hawaii) | $750 |
| Galant (Hawaii) | $1,000 |
| Montero (Hawaii) | $1,500 |
| Pickups (Hawaii) | $1,000-1,250 |

**(1990-91; expires Oct. 31)**

| | |
|---|---|
| Mirage (S.E. and S.W. regions) | $750 |

**SUBARU (expires Oct. 2)**

| | |
|---|---|
| Loyale 4wd (1991) | $500 |
| Legacy (1991) | $1,200 |
| XT, XT6 (1991) | $2,000 |

# Ford cars, buses are recalled

DEARBORN, Mich. — Ford Motor Co. is recalling Ford Taurus and Mercury Sable models sold in cold-weather states to check front brake rotors and school buses to check for faulty steering gears.

About 400,000 1986 and 1987 Taurus and Sable models currently registered or originally sold in the Northeast and Great Lakes states will get new front brake rotors. Extensive usage of calcium or sodium chloride road salts may cause severe corrosion of the rotors.

Recalled cars are in the following states: Connecticut, Illinois, Indiana, Maine, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont and Wisconsin.

About 3,074 1988 model buses built on B-series chassis are being recalled. Ford said the steering gear could contain parts with machining variances that could cause steering problems.

# Ford to build CNG trucks

SAN FRANCISCO — Ford Motor Co. will begin building limited numbers of compressed natural gas pickups for the 1992 model year.

Ford Chairman Harold A. Poling made the announcement in a speech to the Bay Area Council. Initially, the roughly 100 vehicles will go into centrally fueled fleets. Most of these will be sold to gas utilities and their customers — half to California utilities. The rest will go to other U.S. and Canadian customers.

The company has entered into a $23 million joint development program with the Gas Research Institute and Southern California Gas Co. Ford reports that if all goes well an additional 600 natural-gas pickups will be built in 1993 and 1994.

GMC Truck's plans to build natural-gas-powered 1992 Sierra pickups are detailed on Page 22.

# Rockwell, Mazda form venture

TOKYO — Mazda Motor Corp. and Rockwell International Corp. said last week they have joined with two Japanese component suppliers to set up an auto parts joint venture in Japan.

Newly formed Nippon Automotive Body Systems Co. plans to spend 2.3 billion yen (about $17.3 million) to build a plant about 20 miles east of Hiroshima to produce such parts as sliding sunroofs, door latches and window regulators. Construction will start early next year, with operations beginning in 1993.

Nippon Automotive, which will be capitalized at $3.4 million, will be 36 percent owned by Rockwell, 34 percent by Mazda and 15 percent each by Imasen Electric Industrial Co. and Delta Kogyo Co.

The chairman of the new company will come from Rockwell, with Mazda providing the president and administration. Production technology will come from Imasen Electric Industrial and Delta Kogyo will be in charge of manufacturing.

## SCHEDULED PLANT CLOSINGS

| Plant | Weeks down | Units lost/ week |
|---|---|---|
| **CHRYSLER** | | |
| **Bramalea, Ontario** | **9/30** | |
| Dodge Monaco | | 380 |
| Eagle Premier | | 1,005 |
| **FORD** | | |
| **Dearborn, Mich.** | **9/30** | * |
| Ford Mustang | | |
| **Lorain, Ohio** | **9/30** | **3,500** |
| Ford Tempo | | |
| Mercury Topaz | | |
| **GENERAL MOTORS** | | |
| **Detroit** | **9/30** | |
| Chevrolet commercial RV | | 400 |
| GMC commercial RV | | 50 |
| **Janesville, Wis.** | **9/30** | |
| Chevrolet Blazer | | 50 |
| Chevrolet Suburban | | 60 |
| GMC Jimmy | | 50 |
| GMC Suburban | | 75 |
| **Total U.S. car** | | **3,500** |
| **Total Canada car** | | **1,385** |
| **Total U.S. truck** | | **685** |
| **Total units lost week of 9/30** | | **5,570** |

*Plant maintenance
Source: Automotive News Data Center

# PARTS

## Parts makers want pressure on Japan

*continued from* PAGE 1

at the request of the Auto Parts Advisory Council, an independent group representing domestic suppliers.

"We're not recommending that the charges be filed now. We're recommending that the department prepare for it. In case this problem is not resolved, they're ready to take action," said Heinz Prechter, chairman of the export council and ASC Inc., a Southgate, Mich., supplier.

The recommendation will be sent to the Commerce Department for consideration. "We're not asking for a formal response," said Robert Cole, a parts council executive.

U.S. and Japanese officials have been discussing the parts trade since 1986, when the United States had a $2.4 billion deficit in auto parts. The deficit is now nearly $11 billion a year.

Commerce Secretary Robert Mosbacher said auto and auto parts sales will make up 75 percent of the U.S. trade deficit with Japan this year and half of the total U.S. trade deficit. Mosbacher said he is anxious to see results of a joint Japan-U.S. study of foreign and domestic content for U.S. and Japanese manufacturers. He particularly wants to know the Japanese content of cars built at U.S. transplants.

**U.S. Commerce Secretary Robert Mosbacher wants to know the Japanese content of cars built at U.S. transplants.**

"We've got to nail this down. This study will be the basis for going forward with our very important discussions and negotiations with Japan," Mosbacher said.

Officials of the auto parts council appear to be getting impatient.

While the joint U.S.-Japan study, which is expected sometime next year, might pin down imbalances in the auto parts markets, "We've had all the background since April of this year," said Cole. "The trade data are not improving."

## U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

| | Est. 9/23-9/29/91 | Actual 9/16-9/21/91 | 9/1-9/29/91 | Year 1/1-9/29/91 | Year 1/1-9/29/90 |
|---|---|---|---|---|---|
| LeBaron A | 0 | 0 | 0 | 0 | 8,064 |
| LeBaron J | 100 | 92 | 276 | 18,988 | 39,507 |
| New Yorker | 300 | 47 | 357 | 5,135 | 29,762 |
| Fifth Avenue | 550 | 146 | 733 | 21,432 | 25,285 |
| Imperial | 350 | 351 | 1,220 | 6,303 | 14,300 |
| Town & Country (trk.) | 50 | 84 | 391 | 3,094 | 2,078 |
| **Total Chrysler** | **1,350** | **720** | **2,977** | **54,952** | **118,996** |
| Horizon | 0 | 0 | 0 | 0 | 4,327 |
| Sundance | 1,950 | 1,997 | 7,977 | 45,894 | 64,510 |
| Acclaim | 1,900 | 2,074 | 7,113 | 59,261 | 83,416 |
| Voyager (trk.) | 2,750 | 2,232 | 9,591 | 72,085 | 64,910 |
| Voyager (Can. trk.) | 2,640 | 2,352 | 10,294 | 82,654 | 75,489 |
| **Total Plymouth** | **9,240** | **8,655** | **34,975** | **259,894** | **292,652** |
| Omni | 0 | 0 | 0 | 0 | 4,078 |
| Daytona | 150 | 76 | 238 | 5,252 | 26,314 |
| Shadow | 2,050 | 1,997 | 8,084 | 50,763 | 72,570 |
| Dynasty | 4,750 | 4,436 | 17,453 | 92,062 | 88,305 |
| Spirit | 2,135 | 2,274 | 7,998 | 54,989 | 75,292 |
| Monaco (Can.) | 0 | 382 | 1,804 | 7,880 | 8,823 |
| Caravan (trk.) | 2,950 | 2,489 | 10,651 | 84,043 | 69,683 |
| Caravan (Can. trk.) | 3,504 | 3,709 | 14,179 | 106,613 | 93,921 |
| Caravan C/V (trk.) | 50 | 59 | 225 | 2,551 | 4,171 |
| Caravan C/V (Can. trk.) | 96 | 97 | 383 | 12,543 | 5,610 |
| Dakota (trk.) | 4,000 | 3,754 | 13,113 | 66,963 | 53,910 |
| Ram pickups (trk.) | 1,300 | 1,236 | 5,460 | 58,038 | 80,048 |
| Ram Wagon (Can. trk.) | 480 | 396 | 1,767 | 14,914 | 17,303 |
| Ram Van (Can. trk.) | 1,495 | 1,380 | 5,829 | 30,703 | 43,121 |
| **Total Dodge** | **22,960** | **22,295** | **87,184** | **587,314** | **643,140** |
| Premier (Can.) | 0 | 1,061 | 2,541 | 10,222 | 7,812 |
| Cherokee (trk.) | 4,550 | 5,439 | 18,362 | 108,094 | 117,621 |
| Comanche (trk.) | 150 | 138 | 486 | 3,909 | 6,486 |
| Grand Wagoneer (trk.) | 0 | 0 | 0 | 1,560 | 5,257 |
| Wagoneer (trk.) | 50 | 54 | 203 | 2,175 | 2,925 |
| Wrangler (Can trk.) | 1,598 | 1,598 | 6,294 | 45,816 | 44,835 |
| **Total Jeep-Eagle** | **6,348** | **8,290** | **27,886** | **171,776** | **184,936** |
| **Total U.S. car** | **14,235** | **13,498** | **51,448** | **388,879** | **535,730** |
| **Total Can. car** | **0** | **1,443** | **4,345** | **18,182** | **16,636** |
| **Total U.S. truck** | **15,850** | **15,485** | **59,482** | **482,512** | **467,889** |
| **Total Can. truck** | **9,813** | **9,532** | **38,746** | **293,243** | **288,279** |
| **CHRYSLER CORP.** | **39,898** | **38,958** | **153,022** | **1,073,936** | **1,230,733** |
| Escort | 5,730 | 0 | 15,915 | 156,426 | 176,489 |
| Mustang | 0 | 3,705 | 7,355 | 67,468 | 98,878 |
| Tempo | 3,157 | 3,115 | 11,665 | 85,517 | 99,006 |
| Tempo (Can.) | 3,469 | 2,450 | 7,985 | 79,581 | 85,845 |
| Taurus | 9,953 | 10,105 | 33,588 | 244,772 | 260,235 |
| Thunderbird | 2,702 | 3,020 | 8,021 | 58,254 | 87,873 |
| Crown Victoria (Can.) | 2,041 | 1,724 | 7,911 | 70,009 | 89,861 |
| Aerostar (trk.) | 5,000 | 4,805 | 18,127 | 129,195 | 159,570 |
| Bronco (trk.) | 733 | 722 | 2,672 | 13,302 | 38,945 |
| Explorer/Bronco II (trk.) | 6,622 | 7,526 | 26,720 | 205,165 | 148,171 |
| Navajo (trk.) | 247 | 214 | 911 | 8,712 | 4,242 |
| Econoline (trk.) | 3,208 | 2,707 | 8,689 | 100,705 | 138,499 |
| Heavies (trk.) | 0 | 1,033 | 1,854 | 24,556 | 39,152 |
| Light trucks (trk.) | 10,322 | 9,988 | 34,437 | 230,534 | 348,050 |
| Light trucks (Can. trk.) | 3,079 | 2,533 | 9,714 | 76,178 | 103,419 |
| Ranger (trk.) | 7,091 | 7,361 | 27,461 | 203,628 | 212,612 |
| **Total Ford Div.** | **63,354** | **61,008** | **223,085** | **1,754,982** | **2,090,530** |
| Topaz | 1,111 | 1,190 | 4,172 | 35,764 | 37,244 |
| Topaz (Can.) | 956 | 1,025 | 2,831 | 26,049 | 32,412 |
| Cougar | 1,618 | 1,300 | 4,075 | 44,813 | 58,381 |
| Sable | 2,335 | 2,434 | 8,135 | 77,285 | 79,873 |
| Grand Marquis (Can.) | 3,293 | 2,740 | 11,745 | 77,125 | 82,442 |
| **Total Mercury** | **9,313** | **8,689** | **30,958** | **261,036** | **290,352** |
| Continental | 1,182 | 1,178 | 4,482 | 41,875 | 45,182 |
| Mark VII | 210 | 208 | 782 | 7,336 | 15,669 |
| Town Car | 2,766 | 2,774 | 10,504 | 98,495 | 114,130 |
| **Total Lincoln** | **4,158** | **4,160** | **15,768** | **147,706** | **174,981** |
| **Total L-M Div.** | **13,473** | **12,849** | **46,726** | **408,742** | **465,333** |
| **Total U.S. car** | **30,766** | **29,023** | **108,694** | **918,085** | **1,072,980** |
| **Total Can. car** | **9,759** | **7,939** | **30,472** | **252,764** | **298,560** |
| **Total U.S. truck** | **33,223** | **34,356** | **129,851** | **915,797** | **1,088,241** |
| **Total Can. truck** | **3,879** | **2,533** | **9,714** | **76,178** | **183,410** |
| **FORD MOTOR CO.** | **76,827** | **73,857** | **298,731** | **2,162,744** | **2,556,171** |
| Skylark | 1,820 | 1,032 | 4,322 | 32,326 | 68,464 |
| Century | 2,850 | 2,851 | 10,443 | 69,841 | 50,944 |
| Regal (Can.) | 3,300 | 3,233 | 12,668 | 92,111 | 73,163 |
| Riviera | 334 | 197 | 894 | 15,041 | 16,765 |
| Park Avenue/Electra | 1,542 | 1,311 | 5,998 | 80,085 | 40,107 |
| LeSabre | 4,519 | 3,802 | 14,924 | 58,048 | 121,449 |
| Roadmaster Sedan | 1,605 | 1,279 | 5,192 | 23,853 | 0 |
| Roadmaster Wagon† | 320 | 301 | 1,105 | 18,787 | 4,022 |
| Reatta | 0 | 0 | 0 | 1,206 | 5,277 |
| **Total Buick** | **16,290** | **14,006** | **55,546** | **391,298** | **388,191** |
| Eldorado | 692 | 277 | 1,482 | 8,645 | 16,023 |
| Seville | 749 | 530 | 2,268 | 18,214 | 26,577 |
| Brougham | 742 | 637 | 2,533 | 15,586 | 23,245 |
| DeVille | 3,718 | 3,585 | 14,031 | 116,538 | 121,267 |
| Allante | 64 | 64 | 243 | 2,252 | 3,243 |
| **Total Cadillac** | **5,965** | **5,093** | **20,557** | **161,236** | **190,355** |
| Cavalier | 6,020 | 4,883 | 20,562 | 186,082 | 253,506 |
| Camaro | 1,353 | 1,309 | 5,196 | 39,782 | 56,303 |
| Celebrity (Can.) | 0 | 0 | 0 | 0 | 20,319 |
| Corsica-Beretta | 4,560 | 4,798 | 15,407 | 178,397 | 215,351 |
| Lumina (Can.) | 6,000 | 5,986 | 23,291 | 173,170 | 162,933 |
| Caprice | 2,879 | 2,665 | 10,626 | 100,253 | 176,399 |
| Corvette | 480 | 477 | 1,740 | 15,480 | 17,562 |
| Astro (trk.) | 2,550 | 3,433 | 11,083 | 71,954 | 97,899 |
| Blazer (trk.) | 27 | 21 | 83 | 5,622 | 13,557 |
| Lumina APV (trk.) | 2,249 | 1,986 | 6,847 | 32,758 | 65,128 |
| Mediums (trk.) | 216 | 178 | 548 | 1,545 | 8,680 |
| P-Model (trk.) | 510 | 478 | 1,922 | 15,626 | 17,960 |
| Pickups (trk.) | 6,832 | 6,812 | 24,562 | 213,280 | 302,753 |
| Pickups (Can. trk.) | 3,200 | 3,196 | 12,022 | 103,791 | 127,911 |
| S10 (trk.) | 5,430 | 6,475 | 21,772 | 192,438 | 175,073 |
| S10 Blazer (trk.) | 2,160 | 2,187 | 7,806 | 32,576 | 85,307 |
| Sportsvan (trk.) | 678 | 893 | 3,831 | 30,631 | 46,039 |
| Sportsvan (Can. trk.) | 900 | 884 | 3,741 | 37,925 | 38,777 |
| Suburban (trk.) | 50 | 3 | 54 | 21,160 | 54,445 |
| **Total Chevrolet** | **46,254** | **46,454** | **171,183** | **1,454,478** | **1,935,922** |
| Calais | 0 | 0 | 0 | 34,616 | 77,586 |
| Cutlass Ciera | 3,665 | 3,668 | 13,469 | 71,436 | 55,511 |
| Cutlass Ciera (Can.) | 0 | 0 | 0 | 41,089 | 59,178 |
| Cutlass Supreme | 2,700 | 3,114 | 9,623 | 78,522 | 70,473 |
| Toronado | 198 | 94 | 537 | 3,750 | 11,766 |
| 88 | 3,247 | 3,093 | 11,843 | 62,283 | 78,580 |
| Custom Cruiser Wag.†† | 160 | 142 | 568 | 6,527 | 1,214 |
| 98 | 1,482 | 1,461 | 5,559 | 59,268 | 34,872 |
| Silhouette (trk.) | 478 | 365 | 1,449 | 14,928 | 24,577 |
| Bravada (trk.) | 263 | 219 | 978 | 11,435 | 0 |
| **Total Oldsmobile** | **12,193** | **12,156** | **44,826** | **383,874** | **413,758** |
| Sunbird | 3,033 | 2,490 | 10,362 | 87,851 | 119,140 |
| Grand Am | 2,915 | 1,454 | 5,784 | 93,250 | 158,802 |
| Firebird | 647 | 621 | 2,444 | 15,090 | 33,384 |
| Grand Prix | 3,272 | 2,923 | 9,794 | 78,196 | 91,509 |
| Pontiac 6000 | 0 | 0 | 0 | 19,603 | 43,046 |
| Bonneville | 2,522 | 2,272 | 9,007 | 54,164 | 60,015 |
| Trans Sport (trk.) | 1,258 | 929 | 3,780 | 20,577 | 40,094 |
| **Total Pontiac** | **13,647** | **10,689** | **41,171** | **368,731** | **545,990** |
| Jimmy (trk.) | 10 | 15 | 32 | 1,644 | 4,157 |
| Mediums (trk.) | 384 | 361 | 1,300 | 2,914 | 9,455 |
| P-Model (trk.) | 35 | 43 | 144 | 1,938 | 2,354 |
| Pickups (trk.) | 1,811 | 1,823 | 8,324 | 89,673 | 104,277 |
| Pickups (Can. trk.) | 910 | 906 | 3,727 | 37,874 | 47,490 |
| Sonoma (trk.) | 1,265 | 1,264 | 4,869 | 45,921 | 40,215 |
| S15 Jimmy (trk.) | 920 | 913 | 3,369 | 12,001 | 28,376 |
| Safari (trk.) | 810 | 1,019 | 3,723 | 29,958 | 34,253 |
| Suburban (trk.) | 25 | 2 | 27 | 16,832 | 26,584 |
| Vandura (trk.) | 363 | 402 | 1,823 | 13,672 | 17,209 |
| Vandura (Can. trk.) | 890 | 864 | 2,722 | 17,444 | 15,645 |
| **Total GMC** | **7,423** | **7,632** | **29,960** | **298,871** | **336,015** |
| **Total Saturn*** | **2,350** | **2,350** | **9,400** | **65,648** | **1,675** |
| **Total U.S. car** | **80,436** | **53,770** | **285,356** | **1,712,648** | **2,053,498** |
| **Total Can. car** | **9,300** | **9,219** | **35,530** | **306,370** | **315,593** |
| **Total U.S. truck** | **28,524** | **29,521** | **108,136** | **870,063** | **1,198,392** |
| **Total Can. truck** | **5,900** | **5,870** | **22,212** | **197,934** | **229,823** |
| **GENERAL MOTORS** | **194,162** | **98,380** | **371,663** | **3,865,127** | **3,797,307** |
| Can. car | 2,300 | 2,229 | 8,747 | 77,583 | 26,350 |
| Can. trk. | 1,300 | 1,236 | 4,522 | 35,170 | 20,800 |
| **CAMI*** | **3,600** | **3,465** | **13,268** | **112,853** | **47,150** |
| **DIAMOND-STAR*** | **3,222** | **3,387** | **12,576** | **117,855** | **101,270** |
| Civic | 90 | 150 | 2,679 | 63,435 | 82,935 |
| Civic (Can.) | 2,190 | 2,105 | 8,759 | 80,383 | 77,894 |
| Accord | 8,690 | 8,133 | 30,081 | 273,458 | 244,242 |
| **Total U.S. car** | **8,780** | **8,283** | **32,760** | **336,893** | **327,177** |
| **Total Can. car** | **2,190** | **2,105** | **8,759** | **80,383** | **77,894** |
| **HONDA** | **10,970** | **10,388** | **41,519** | **417,276** | **405,071** |
| **HYUNDAI** Sonata (Can.) | **510** | **485** | **1,440** | **19,563** | **16,013** |
| **MAZDA*** | **3,754** | **3,848** | **16,230** | **121,629** | **132,845** |
| U.S. trk. | 405 | 1,551 | 3,205 | 49,464 | 55,166 |
| Can. trk. | 165 | 134 | 589 | 5,276 | 6,859 |
| **NAVISTAR** | **570** | **1,685** | **3,794** | **54,740** | **62,025** |
| Sentra | 2,720 | 2,732 | 10,314 | 99,008 | 62,545 |
| Pickup (trk.) | 2,720 | 0 | 7,575 | 95,202 | 106,205 |
| **NISSAN** | **5,440** | **2,732** | **17,889** | **194,290** | **168,750** |
| Geo Prizm | 1,850 | 1,899 | 6,953 | 72,518 | 73,554 |
| Toyota Corolla | 2,450 | 2,481 | 9,047 | 82,922 | 74,514 |
| Toyota Hilux (trk.) | 50 | 58 | 191 | 211 | 0 |
| **NUMMI** | **4,350** | **4,439** | **16,191** | **155,651** | **148,068** |
| Legacy | 1,270 | 1,281 | 4,636 | 43,030 | 21,632 |
| Pickup (trk.) | 590 | 597 | 2,089 | 19,398 | 0 |
| Rodeo (trk.) | 740 | 763 | 2,734 | 20,506 | 0 |
| **Total U.S. car** | **1,270** | **1,281** | **4,636** | **43,030** | **21,632** |
| **Total U.S. trk.** | **1,330** | **1,360** | **4,823** | **38,904** | **24,116** |
| **SUBARU-ISUZU** | **2,600** | **2,641** | **9,459** | **82,934** | **45,748** |
| Camry | 0 | 0 | 0 | 136,263 | 162,942 |
| Corolla (Can.) | 1,340 | 1,348 | 5,186 | 48,606 | 43,794 |
| **TOYOTA** | **1,340** | **1,348** | **5,186** | **184,869** | **206,736** |
| **VOLVO** 740,940 (Can.) | **100** | **71** | **347** | **5,840** | **6,833** |
| **AM GENERAL** (trk.) | **400** | **400** | **1,520** | **15,170** | **17,190** |
| **MISCELLANEOUS** (trk.)** | **2,650** | **2,650** | **10,070** | **99,990** | **114,000** |
| **Total U.S. car** | **129,545** | **120,198** | **458,015** | **4,866,122** | **4,618,868** |
| **Total Canada car** | **25,400** | **24,839** | **95,244** | **888,329** | **782,872** |
| **Total U.S.-Canada Car** | **155,044** | **145,037** | **553,259** | **4,888,442** | **5,411,540** |
| **Total U.S. truck** | **85,152** | **85,381** | **314,853** | **2,497,333** | **3,011,990** |
| **Total Canada truck** | **29,257** | **19,385** | **75,783** | **697,401** | **641,171** |
| **Total U.S.-Canada truck** | **185,409** | **104,886** | **390,636** | **3,194,234** | **3,653,170** |
| **TOTAL U.S.** | **214,697** | **205,579** | **772,868** | **6,497,455** | **7,630,857** |
| **TOTAL CANADA** | **45,756** | **44,144** | **171,027** | **1,416,221** | **1,434,043** |
| **TOTAL U.S.-CANADA CAR & TRUCK** | **260,453** | **249,723** | **943,895** | **7,913,676** | **9,064,716** |

e-Estimate 11990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)
*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.
**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.
May contain error of one or two units due to rounding.

# Car build surpasses 4 million

ANNE E. WRIGHT
*Chief Statistician*

Traffic at the Windsor-Detroit border flowed more freely last week after a two-week slowdown by Canadian federal workers and a blockade by truckers threatened vehicle production in Canada.

General Motors of Canada lost several hours of production at the Oshawa, Ontario, car and truck facilities and the Scarborough, Ontario, van plant last week. Saturday overtime was scheduled at each of the plants, and the company plans to make up the lost units in weeks to come.

Meanwhile, U.S. carmakers built their four-millionth vehicle last Friday. In 1990, the four million mark was reached 25 days earlier.

Year-to-date, 4,000,122 cars have been assembled in the United States, down 13.4 percent from 1990.

Last week's estimated U.S. car production was 129,545, up 7.8 over the prior week and down 5.0 percent from last year.

Canadian automakers produced 25,499 cars last week, 2.7 percent above the prior week and 4.0 percent above the 1990 week.

Year-to-date, Canadian auto production is up 2.1 percent over 1990.

Truck production in the United States last week was scheduled at 85,152 units, even with the prior week and up 4.2 percent over the same week last year.

Year-to-date truck production trails 1990 by 17.1 percent.

Canadian truckmakers' planned to assemble 20,257 units last week, 4.9 percent over the prior week and 30.3 percent over the same week last year.

Canadian truck production for the year trails 1990 by 5.3 percent.

Chrysler Corp. scheduled two shifts of Saturday overtime at the Warren, Mich., and the St. Louis (No. 2) truck plants last week.

Ford Motor Co. scheduled overtime last week at 10 assembly plants. The Atlanta; Chicago; and St. Thomas, Ontario, car facilities worked daily overtime as did the following seven truck plants: Wayne, Mich.; Kansas City, Mo.; Norfolk, Va.; Lorain, Ohio; Louisville, Ky.; St. Louis; and Oakville, Ontario. The Kansas City plant was also scheduled for Saturday overtime.

General Motors scheduled nine facilities for Saturday overtime last week. The Scarborough, Ontario; Arlington, Va.; Oklahoma City; Tarrytown, N.Y.; and Oshawa, Ontario (truck) plants were scheduled to work one shift. The Flint, Mich., Lordstown, Ohio, (car and truck) and Oshawa, Ontario, (car) plants were scheduled to work two shifts.

Honda scheduled two shifts of Saturday overtime last week at the Marysville, Ohio, facility, which builds the Accord.

# NOTE

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